

**CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT
(CTBID) BOARD**

MINUTES

February 15, 2006

2:00 p.m. – 4:00 p.m.

La Costa Resort & Spa, Las Palmas 2 Room

I. CALL TO ORDER: **2:00 p.m.**

Chairperson April Shute called the meeting to order at 2:00 p.m.

II. ROLL CALL:

Madame Chair took roll call and all members of the Board were present.

III. APPROVAL OF AGENDA: **February 15, 2006**

The agenda for the February 15, 2006 was approved by unanimous vote.

IV. APPROVAL OF MINUTES OF FEBRUARY 8, 2006 MEETING

Mr. Stripe made a motion, seconded by Mr. Cima, to approve the minutes of the February 8, 2006 meeting.

**V. AB # 0206-5 CONTRACTS FOR TOURISM PROMOTION SERVICES:
CARLSBAD CONVENTION AND VISITORS BUREAU, SAN DIEGO NORTH
CONVENTION AND VISITORS BUREAU**

Mr. Elliott provided background information on the contracts for tourism promotion services with the Carlsbad Convention and Visitors Bureau and the San Diego North Convention and Visitors Bureau.

The Board asked staff to prepare a Request for Proposal (RFP) that would be distributed to the tourism industry seeking proposals for the implementation of the CTBID marketing plan. After some discussion the Board decided to proceed with having City staff prepare the RFP for presentation to the Board at its next meeting. City staff will also provide a draft of the RFP to the Board members (via e-mail) in advance of the meeting so that comments may be provided to staff before a final RFP is offered to the Board.

Agenda Bill #0206-5, Contracts for Tourism Promotion Services: Carlsbad Convention & Visitors Bureau and the San Diego North Convention & Visitors Bureau, was approved unanimously.

5. SET DATE FOR NEXT MEETING

Action: The next meeting will be on Thursday, April 13, 2006, at 9:00 to 11:00 a.m. at the La Costa Resort & Spa, Las Palmas 2 Room in the Costa del Sol Ballroom, 2100 Costa del Mar Road, Carlsbad, CA. (Note: Due to conflicts, this date was subsequently changed to April 11, 2006 at 1:00 p.m.)

Action: Mr. Ball suggested the following topics be placed on the April 13 agenda:

- 1) Adopt procedural rules;
- 2) Contract and procedures public process;
- 3) Establish regular meeting, date, and location;
- 4) Place CTBID Board meeting information on the list of Boards and Commissions on the City calendar.

PUBLIC COMMENT

Ms. Cami Mattson, Chief Executive Officer of the San Diego North Convention and Visitors Bureau (SDNCVB) asked the Board members to review historical background information of both the SDNCVB and the Carlsbad Convention and Visitors Bureau and to consider what the Board members project for the future.

ADJOURNMENT

Chairperson April Shute adjourned the meeting at 2:26 p.m.

Respectfully submitted,

Sheryl Keller
Recording Secretary